



County of Los Angeles  
Department of Public Social Services

Bryce Yokomizo  
Director

October 28, 2003

TO: Each Supervisor

FROM: Bryce Yokomizo, Director

SUBJECT: DIRECT DEPOSIT QUARTERLY REPORT

This is to provide you with an update on the Direct Deposit Program. For this quarter, the average number of cash issuances by Direct Deposit increased from 7,605 to 9,957.

Although this increase is largely attributed to the number of supplemental payments issued in August 2003 as a result of the Cost of Living Adjustment (COLA), I anticipate that the effectiveness of our outreach efforts will be reflected in the coming months, resulting in increases over last quarter's 7,605 issuances. As such, the following chart details the payments issued for the quarter:

Month	Payments Using Direct Deposit		Total
	Monthly	Supplemental*	
July	7,047	1,495	8,542
August	6,672	7,048	13,720
September	6,468	1,141	7,609

\* Supplemental Payments are payments that are authorized and generated after the system cut-off date for the payment month. These payments may include additional eligible benefits for the month due to a change in income and/or household composition, or the regular monthly benefit.

In addition, since our last report to you, we have moved forward with our Direct Deposit Outreach Campaign. Activities include:

- ▶ Discussion about Direct Deposit included as part of the home interview process for all CalWORKs applicants.
- ▶ Direct Deposit outreach during implementation of EBT in pilot offices. This included revising Direct Deposit outreach material and providing information about Direct Deposit to participants accessing their benefits using EBT.
- ▶ Re-training line staff on the availability of the Direct Deposit Program. This includes written releases addressing alternatives for applicants/participants unable to access checking/savings accounts.

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- ▶ Special outreach mailings: Mailing #1 to all cash aid participants with bank accounts known to LEADER (approximately 22,000); Mailing #2 to Cash Assistance Program for Immigrants (CAPI) participants not enrolled in Direct Deposit (approximately 1,000). To date, we have received an approximate 20% response indicating interest, or actual enrollment in the Direct Deposit Program.
- ▶ Outreach and follow-up to participants who sign up for Direct Deposit, but have their sign-up forms rejected due to missing/incomplete information. This accounts for approximately 50% of all cash aid participants who attempt to sign up for Direct Deposit.
- ▶ Collocation of Bank Representatives, from Wells Fargo and Union Bank, in three district offices, with planning for an additional eight district offices in progress. Collocation of banking representatives will continue to expand to additional district offices based on the availability of banking representatives willing to collocate.

I will continue to update your Board quarterly on our progress in increasing direct deposit enrollments.

BY:lc

c: Auditor-Controller  
Chief Administrative Officer  
County Counsel